

Research article

# A Study on Literary tour Contents for Cultural Exchange between Korean-Chinese Publishing Industries

*It is better to walk a thousand miles than to read ten thousand books.*

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This work was supported by the Hankuk University of Foreign Studies Research Fund of 2014.

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## Abstracts

China opened a cultural assets and equity exchange in 2009 and has expanded it to its provinces. This exchange covers tourism, performance, publication and literature, protecting copyrights in the event of exchange between cultural industries and supporting cultural trade activities. China aims to transform itself as the world's cultural hub since its reform and opening up.

President Xi Jinping is trying to highlight Chinese national brand by emphasizing traditional identity of the country. In line with such efforts, China decided to allow free admission to its national museums, which serve as windows for cultural tour. Gao Xingjian and Mo Yan won a Nobel prize in literature in 2000 and 2012 respectively, China started to draw attention from the world and it is now planning to establish a literary theme park for Mo Yan. China Writers' Association is also developing more authors and cities with literary theme, in an effort to put the national image on a more solid ground.

Meanwhile, Korea moved away from tourism focused on typical traditional cultural heritage and started using public and private record of authors from specific cities. Literature Translation Institute of Korea endeavors to promote literature as a part of Hallyu ("Korean Wave"), developing classic and contemporary authors and works under the name of K-Literature. This enables people to travel attractive cities in Korea through literature.

By developing famous people from different regions, cultural industries both in Korea and China can provide attractive story tours to different cities. Literature offers national narrative with various symbols and locations, giving positive discourse related to travel to tourists. **Copyright © acascipub.com, all rights reserved.**

■Keyword: Literary tour contents | literary tour | travel literature | travel | trip | K-Literature | cultural platform

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## 1. Introduction

### 1) Preceding Studies and Methodology

Travel nowadays should not remain a simple admiration of scenery; they can be differentiated by offering tour of various global cultures via books. In this regard, we need to look at publication of travel books, especially connected to literature. Literature represents a record of life for mankind and each nation has both general and unique tones of culture.

For this study, keyword search has been conducted with the phrase ‘literary tour (文学旅游 or 旅游文学)’ in Korean and Chinese paper search websites as well as Google: they are 4 Korean websites including KISS (<http://kiss.kstudy.com>), Dbpia (<http://www.dbpia.co.kr>) and RISS (<http://www.riss4u.net>), as well as 2 Chinese websites including Wanfangdata (<http://www.wanfangdata.com.cn>) and Baidu (<http://baike.baidu.com>). Wanfangdata was finally removed from this study as no papers or books had been found with the keywords.

From Korea’s KISS, total 42 results were found: 35 in language and literature; 4 in social sciences; 2 in humanities; and 1 in engineering. This study referred to papers from language and literature and humanities. A recent doctoral dissertation, *Ways to Vitalize Korea-China Publication Exchange* by Gun-Woong Lee (2013) has been used as a reference for current information regarding literature. A search of Korea’s RISS for literary tour found 6,609 books, 553 dissertations, 656 papers for Korean academic journals and 11,206 books linked to a Korean portal, NAVER as at early April 2014.

The RISS search found various results. Some have “the other’s perspective” on the experience of classic literature; others cover literature as “path-finding” method or “trip to the past”; still others deal with “pleasure of travel,” “folktales” and “literary reception.” According to this, study topics seem to be too concentrated on language and literature.<sup>1</sup>

KISS shows some studies about Gao Xingjian and Mo Yan, with such keywords as ‘travel to memory’ and ‘a way to China.’<sup>2</sup> These studies cover the hometowns of the authors and the memories that formed the

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<sup>1</sup> The search results including the following: Sook-In Choi, *Experience of Travelling Through Korea During the End of 19C Traveler's Literature on the Others' Point of View* (2000) & *A Study on Lee, Dukmoo's Ibyunki in Terms of Traveler's Literature* (2005); Hyo-Joong Kim, *The Literature of Na Hye Seok from the Perspective of the Traveler Literature - Focusing on his "Gumisichalgi"* (2006); Hee-Choon Lee, “Path-finding Literature and Travel to the Past: On Yi, Mun-Yol,” (1991); Seung-Soo Lee, *Exploration of a New World, Literature, and Travel -Based on the "Diplomatic Travel to Beijing"*, *Chinese Poetry Made by Jae-ga Park* (2007); Seok-Tae Kim, *A Study on Beomhae Gakan's(梵海 覺岸) Travel-poetry in Jeju Island* (2005); Hyeong-U Kim, *A Recommendation for Weekend Travel: Gochang, Jeollabuk-do, a Treasury of Cultural Heritage* (2003); Ho-Suk Choi, *Literature : The Pleasure from Tour: Focusing on the Sansu-Gihaeng by Okso Kwonseop* (2009); Tae-Dong Jang, *Together: Trip to Sille Village, with Romantic Train Journey and Flavor of Literature* (2010); In-Gyung Lee, *Literature Therapy and Educational Application with Korean Folktales* (2007); Kyung-Soon Lim, *A Study on the Meaning of Travel and the Direction of Travel Literature Education* (2008); Sun-Chul Paik, *Educational Significance of Classical Literary Text about Travel Experience* (2008); Heon-Sun Kim, *A Comparative Study on Goddesses Who Travel to the Other World - Barigongju, Tentyuhime(天忠姬), Inanna* (2007); Jae-Seo Jung, *Symbolic Meaning of Travel and Its Literary Reception* (2003); Hye-Soon Lee, *An Introductory Study on Traveler's Literature* (1999); and Ho-Young Park, *Sense of Travel in Kim, Ki-Rim's "The Sea"* (2007).

<sup>2</sup> The search results including the following: Jeong-In Lee, *A Study on Gao Xingjian The Other Side : Travel to the Primitive Memory* (2006); Young-Moon Jeong, *Trip to China in the mid-18th Century: An Introduction to 'Yeonhaengrok'* (2013); Wook-Yeon Lee, *A Way to Chinese Literature: Mo Yan and Chinese Literature in Korea* (2005)

background of their works. A search in DBpia retrieved a few papers related to travel to China in addition to Chinese literature. Their main subjects included imperialistic writing, budget travel, path to the East, historic sites and water journey.

Meanwhile, Baidu publishes some papers on this subject, which deal with co-relations with tourism-marketing and concepts and resources of literary tour.<sup>3</sup> These studies reflect that marketing values are highlighted, categorizing resources and relating it to tourism.

There are very few papers on literature trip to China from Korea. Korean studies are more on contemporary than classic literature; several of them are on teaching methodology of literature. While Korean studies have been conducted mostly in the field of language and literature, Chinese studies have been conducted in the field of marketing or tourism, even though the number of papers is very limited. Yet they are mostly about European literary tour in such countries as Germany, Portugal, France and Norway.

In Korea, efforts started to connect authors and cities using various routes and courses and the result produced Korean Literature Map, Gyeonggi Literature Map and Jeollabuk-do Literature Map. Department of Global Culture and Contents at Hankuk University of Foreign Studies (HUFS) began to identify issues related their use in cultural industries and expanded the scope of research. Topics included ‘map of Korean literature museum,’ ‘contents planning for Korean literature map,’ and ‘literature map production’ and these were taken as the subjects for conferences and various M.A. and doctorate dissertations since 2010. The works aimed at building a system of knowledge contents and expanding into culture and contents industries, applying literature trip from the perspectives of education and tourism.<sup>4</sup>

In both Korea and China, papers on literary tour are in the initial or entry stage, with regard to the application to cultural industry.

The same topic has been adopted from a non-educational perspective in and outside Korea. First, there are Google Lit Trips ([www.googlelittrips.org](http://www.googlelittrips.org)), Literary Map of Manhattan by the *New York Times* ([bookmap@nytimes.com](http://bookmap.nytimes.com)), and the Pennsylvania Center for the Book ([www.pabook.libraries.psu.edu](http://www.pabook.libraries.psu.edu)). The second group is mostly about literary theme parks, including Shakespeare Birthplace Trust ([www.shakespeare.org.uk](http://www.shakespeare.org.uk)), the Goethezeit Portal ([www.goethezeitportal.de](http://www.goethezeitportal.de)), Kim You-Jeong Literary Village ([www.kimyujeong.org](http://www.kimyujeong.org)) and Tongyeong City’s tour guide using Park Kyung-Ni’s literary works. Third, in some instances, users can actually handle databases: Vimeo ([vimeo.com](http://vimeo.com)), Library of Congress ([www.loc.gov](http://www.loc.gov)),

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<sup>3</sup> 张霞, 『旅游文学与旅游市场营销的关系分析』(2008); 王军华, 『试论我国文学旅游资源的概念及分类』(2005)

<sup>4</sup> Kum-Mi Kim, Young-Koo Lee. A Design of Korea Literary Maps Contents. 『International Conference on Convergence Content 2012』 Vol.10 No.2, 2012. p.95-96. And., Literature Mapping Use The Googlemap, 『International Conference on Convergence Content 2012』 Vol vol. 10, No.1, 2012, p. 205-206. And., A Design If Korea Literature house Maps, 『International Conference on Convergence Content 2012』 Vol. 10, No.1, 2012, p. 215-216. And Modern Heritage, Space Story Study with Kim YouJeong, 『International Conference on Convergence Content 2012』 Vol.10, No.2, 2012.5, p.79-80. Kum-Mi Kim. Information Architectural Design Research of Modern Literature Resources with Kim You-Jeong, M.A. Thesis, HUFS, 2012./Young-Koo Lee et al., A Discussion on Cultural Contents Planning, HUFS, 2013, p. 6./Kum-Mi Kim et al., A Design If Kim You Jeong Literature Maps, 『International Conference on Convergence Content 2010』 Vol.8, No.1, 2010, No.2, p. 290-291.

Korean Literature House Association ([www.munhakwan.com](http://www.munhakwan.com)) and Literary Square ([radio.munjang.or.kr](http://radio.munjang.or.kr)). These websites imply that the nature literary tours are expanding from national or institutional level toward more private and individual level.

A historical memory can be reinterpreted to produce contents in a contemporary environment. A common challenge for the future to deal with the past records will involve the participation of users and management of data. Literary trips in cultural exchange between Korea and China can be one way to understand the other's culture. There seems to be a marketing effect as well, since education and tourism can be connected to publishing contents at a later stage through literary tours.

## 2) Issues & Concepts

Literary tour can be made with geographic courses and routes first, using exhibitions from specific establishments and then connected to cultural and environmental or ecological resources. Since the tour needs local convenience facilities such as foods and accommodations, it is deeply related to local culture.<sup>5</sup>

*Records of the Grand Historian* by Sima Qian is the centerpiece of Chinese travel literature. It is important in that we can understand local culture using the author's spirit from the past. Sima Qian said, "It is better to walk a thousand miles and to read ten thousand books." His words mean that actual experiences are much more valuable.

Cultural exchange between Korea and China dates back to the age of Six Dynasties in China and it had continued until the Qing Dynasty. Envoys, entourages, various officials in the group left records of the journey, Chinese poems and landscapes. Today, we handle travel literature in our textbooks, covering various genres including novels, poetry, and travel journals. These consist of a literary discourse on the road and travel literature serves as a window to understand different cultures.

Yet some believes that studies on travel literature are biased and hence must not be applied to literary teaching. Literary tour, in turn, should complement: extreme bias to aesthetics or political ideologies; appreciation without criticism; and the lack of free imagination and reflections. In planning literary tours, diversified approaches must be taken in consideration of education and tourism, ultimately to encourage free writings that can offer direct and indirect experiences.<sup>6</sup>

In *A Discussion on Cultural Contents Planning*, Young-Koo Lee stresses the importance of tourism marketing elements in making and using cultural contents. In particular, it is essential to develop local stories from literary subjects so that they can provide big opportunities in the creative industry going forward. Another crucial element is to establish local cultural industry in a close relationship with other genres, building a platform that can systematically turn information into knowledge.<sup>7</sup>

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<sup>5</sup> Eun-Sook Jang, *Literary Tour from Textbooks*, Soran (2012), p. 13

<sup>6</sup> Kyung-Soon Lim, *A Study on the Meaning of Travel and the Direction of Travel Literature Education*. 2008, p. 369

<sup>7</sup> Young-Koo Lee et al., *A Discussion on Cultural Contents Planning*, HUFS, 2013.

Lack of story has always been considered as a serious problem in Korea's cultural industry. Even though the country's efforts to link famous people and story through literary maps helped boost interest in specific regions and authors, particularly the local ones who still live there, Korea has not found a way to use and adopt the results in any practical manner yet.

Italy's Lettera Tour ([www.letteratour.it](http://www.letteratour.it)) is a similar attempt as aforementioned Google Lit Trips, Literary Map of Manhattan and other maps. This tour of the world of literature connects local landscape including the authors' birthplaces and background of literary works with tangible and intangible cultural resources. Among publishing contents, literature serves as an attractive medium that leads to a certain region. It means that we can induce marketing effects in tourism from the author's memory. One-source-multi-use (OSMU) method in publication business can also connect local stories to more creative global literary maps, using various media.<sup>8</sup>

Meanwhile, interest in environment has increased on a global level; the paradigm shift in media environment has an impact on overall cultural industries, in terms of technology, market, users and policies.<sup>9</sup>

Korea started to move away from its traditional ways and shifting its methods in production, process and usage. China, on the other hand, is still facing challenges from its traditional philosophy of publication. There is a certain level of promotion of publication contents and subsequent overseas expansion; yet there is lack of convergence between cultural industries and production of secondary contents.<sup>10</sup>

With the development of the Internet, the platform of publication contents is creating a business model for e-book.<sup>11</sup> As a result, both countries focus more on software elements in humanities resources than on hardware elements. This has an impact on the diversification of contents in Korean and Chinese publication contents and it is now time to concentrate on software development. Whether it is overseas literary tours or the use of cultural contents, it is not possible to handle both at once; we need to consider the status of publication in both countries as well as relevant national policies. There was some concern about the scope of study in the beginning: should this be limited to publications from Korea and China only, when we talk about Korea-China literary tour? In conclusion, it seems necessary to review the trend of tourism in the form of literary tour, as it is about experience and we need to make literary tour as practical as possible. In order to find some answers, this study will categorize the types of literary trips by reviewing how travel literature is used in Korean and Chinese publication scenes.

### **3. Literary Tour: Patterns of Use**

International trend of travel literature publication, particularly in Europe, varies: there are religious pilgrimage, sentimental travels, chronological records of trip to China, papers, reports, records of exploration and novels. These records have been made by merchants, persons from intellectual, religious or military circles, explorer and literary authors (novelist). Today, travels are done even on the Internet, leading to virtual literary tours.

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<sup>8</sup> Martha Hopkins, *Language of the Land*. Washington: The Library of the Congress book of Literary Maps. 1999.

<sup>9</sup> Gun-Woong Lee, *Ways to Vitalize Korea-China Publication Exchange*. A doctorate dissertation, HUFS 2013

<sup>10</sup> Gun-Woong Lee, *Ways to Vitalize Korea-China Publication Exchange*. A doctorate dissertation, HUFS 2013

<sup>11</sup> Gun-Woong Lee, *Ways to Vitalize Korea-China Publication Exchange*. A doctorate dissertation, HUFS 2013

Some cases of convergence with other cultural industries are identified, resulting in such products as world literature map.

Literary publications can also serve to promote patriotic spirits of people by producing good results in both tourism and literature. Literary tours do promote tourist attractions described beautifully both in classic and contemporary works. These help people to experience diverse traditions and conventions, which can contribute to enhancing an individual's competences. Tangible and intangible records, together with information and knowledge provided by books, create a chronology of literature. This chronology is offered to learners so that they can understand the culture of a specific generation. And it is one method of journey in its own right.<sup>12</sup>

Literary trips these days can be done through the freedom of the Internet and they can be geared toward 'philosophical writing.'<sup>13</sup> The direction of travel literature under such circumstances should be practically done through actual experiences, focused on the motives of the trips, what actually happens on the road and presentation and representation.<sup>14</sup>

First, we will review literary tour from the perspective of regional or local use. People explore spaces represented virtually and realistically, using local authors, their works and other literary resources as *objets*. Here, actual physical infrastructure is closely linked with cultural industries and it is possible to map out courses and routes out of it. From non-educational perspective, a literary tour has a power to establish a positive image for a region, with such media as printed materials and the Internet. This is literature in action.

Second, literary tour can be used in non-educational manner. Kyung-Soon Lim said, "Travel literature by travelers is a presentation of experiences from trips through diverse media." With the development of technology, the Internet allows writing anytime, anywhere. As the instant, sentimental writing is adopted, it is developed into "diverse and complex forms of text and image, composed of voice, text, illustration and photographs."<sup>15</sup>

Third, literary travels can be used and adopted by readers. This is a combination of the first two patterns of such travels.<sup>16</sup> The life of journey, or the foundation of literary trips may not physically exist for others. Records of travel are delivered to people only based on the records made during the travel. Because of this aspect, they tend to focus more on the sentimental side of the traveler than on higher level of aestheticism; yet they explain unique conventions of a region and hence its characteristics of literature and travel are emphasized at the same time. Their emphasis on a particular people can lead to geographic or geological feature of the land

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<sup>12</sup> Franco Moretti. *Graphs, Maps, Trees*, USA: Verso, 2007; Martha Hopkins. *Language of the Land*. Washington: The Library of the Congress Book of Literary Maps. 1999.

<sup>13</sup> Si-Nae Lee, "A Voyage Round the World by Georg Forster: Perception of World from an Enlightenment Perspective and Philosophical Writing," *German Language Education*, Book 57.

<sup>14</sup> Kyung-Soon Lim, *A Study on the Meaning of Travel and the Direction of Travel Literature Education*. 2008, p. 369

<sup>15</sup> Kyung-Soon Lim, *A Study on the Meaning of Travel and the Direction of Travel Literature Education*. 2008, p. 369

<sup>16</sup> Recently, Korea Tourism Organization (KTO) started to combine culture and industry for Chinese tourists coming to Korea. This inbound market is composed of Chinese people who prefer medical tours. Yet going forward, free independent travelers (FITs), who account for 70 percent of the total inbound market, must be considered as well. Virtual spaces with literary subjects can be turned into various themes for literary tours in the future, combining the ecological environment, or the elements of eco-museum. This new environment applied to virtual spaces can deliver good results in developing contents for literary tourism.

as well. These records also represent the characteristics of ethnic groups and locality using ancient and contemporary architecture.

The information in literary trip is about famous historical events, people, knowledge, folk wisdom and episodes involving famous persons. It is a guide to knowledge related to tourism. Travel literature is not just about enjoying the beauty of a region: it plays a role in delivering such knowledge so that a great body of information can be properly used.

#### **4. A Proposal to Develop Literary Tour by Combining Published Contents**

*Records of the Grand Historian* by Sima Qian value the actual and immediate experiences by the traveler. Regional landscapes, folkways and soul-searching personal experiences he described have made the book a success that stands valid even in the present times.

Some studies suggest that literary tour for Korea and China can be established in a similar manner as that for Europe. For instance, distinctive Korean features can be identified as a trigger for people to be on their way to the country. Authors and their works can be used for this purpose; travel literature acts as a window of culture through which people can connect the memories of the past to the present or explore an unknown world. Literary symbolism may have its own limitations but literature is an attractive medium to encourage and expand imaginative powers on the road. The symbolism, in turn, can increase the value of regional stories. People can have wide experiences due to persons, works or literary resources connected to a specific region. A creative interpretation of literary trips at the stage of use and adoption can re-create a story of cities, and deliver them together with the stories from the periphery of the cities.

In developing contents for literary tour, Korea and China both need to do the work in non-educational environment as well. It must be a form of themed travel, in which a guide to literary tour is possible both in theory and actual experience.

#### **First, spatial element of story-telling using memories as medium**

Young-Koo Lee proposes the making of chronological spatial contents for cities using authors and their works. This is about making courses and routes out of authors' information and geographical backgrounds of their works.<sup>17</sup> In "Lu Xun and Beijing" of *Cities and Authors*, he talks about how public and private records about authors can build relationships; and their geographical activities and locations represent them. In turn, such literary records are represented in a space of the city. When direct and indirect experiences of readers form the stage of use and adoption, characters, events and background locations of the story can be mapped out as a route. The story's route, or area of activity by users can be linked to various cultural infrastructure facilities of the region; this redefine the regional location and creates a new cultural symbol.

#### **Second, spatial element of eco-museum**

According to Seon-Hee Lee, tourism is the whole of activities that satisfy human aesthetic needs and various phenomena that occur from such activities, as people go away from their daily lives, take a trip with a plan to

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<sup>17</sup> Young-Koo Lee et al., "Lu Xun and Beijing," *Cities and Authors*. HUFSS, 2009, pp. 32-60; Terence W. Cavanaugh & Jerome Burg, *Bookmapping- Lit Trips and Beyond*, 2010, p.81.

comeback and identify and experience new facts. Humanities resources can be used as an object of cultural tourism in this regard. Historical museum with a focus on a specific location, visitor centers, exhibition halls, cultural facilities and natural environments can be integrated into a course or a route.<sup>18</sup>

### **1) Production and Application of Knowledge Travel with Publication Contents**

There is a global consensus for the need to preserve the earth's ecology for the collective life of humanity, as unplanned development sprawl worldwide. Ecological development is about hardware and culture is about software in this regard; and the emphasis these days is on the latter. On the other side of economic development, each country is competing intensively against each other.

Today, cultural platform market is changing the dynamics of traditional publishing business models and global publication market. Google launched a digital library project in this cultural platform business model; this innovative method transformed books into digital records and triggered various discussions on the Internet business model with such issues as charging for digital contents. It was a turning point in the world's perception of values related to digital records as well as copyrights and printed materials. The Internet terminal market for both paid and free-of-charge e-books also made the cultural platform very strong. The world now started to talk about copyrights issues about the so-called 'orphan' contents and the use of public records, especially the ones owned by digital libraries. Google Lit Trips played a similar role. Since users can set up courses and routes on the map using the information and knowledge obtained from books, the website offers a case of literary map production using contents of knowledge and travel. In literary tours, a city's story created by an author strengthens the cultural brand of the city and establishes tourism, economy and cultural events firmly. By doing them, it enhances the cultural characteristics of the city.<sup>19</sup>

Literature tours also work as an eco-museum,<sup>20</sup> functioning as an ecological museum for life and culture. Cultural resources can be virtually represented using local celebrities and their works, in the form of a theme park with stories. Characteristically, it leads to cultural infrastructure, tangible and intangible assets, festivals, lectures and other different forms.

Travelers in literary tour can be "categorized into: those who want to obtain information about other regions, people, ways of life, traditional conventions; those who are interested in archeology, history or holy grounds; and those who are mainly interested in modern arts."<sup>21</sup>

### **2) A Tale of Contents, Authors and Cities**

Authors' experiences are turned into texts and then can be expanded into tangible and intangible cultural phenomena: the result includes fictional genres, letters, journals, documentary records and travel essays. Travel essay is a subject of the science of literature, as a product of the author's unique thoughts and a sentimental result from the culture to which the author belongs.

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<sup>18</sup> Seon-Hee Lee et al., *Understanding of Modern Tourism*. Daewangsa, 2003. pp. 24-25

<sup>19</sup> A search on Baidu as at May 12, 2014 (<https://invest.haiwainet.cn/2014/0512/c232660-20625646.html>)

<sup>20</sup> "Since the 1960s, France, Switzerland and North European countries thought of regional environment and living culture as a total museum. This kind of thinking led to 'making a museum for living and environment.'" Seon-Hee Lee et al., *Understanding of Modern Tourism*. Daewangsa, 2003. p. 175.

<sup>21</sup> Seon-Hee Lee et al., *Understanding of Modern Tourism*. Daewangsa, 2003. pp. 204-205.



As mentioned earlier, President Xi Jinping declared to use China's infrastructure as the window for cultural travel in 2014. In April 2014, China Writers' Association hosted a literary contest to develop tourist attractions in Qunling and Shangluo, using local literary works. The purpose was to reinforce the software side of the country's culture. In the contest, the forms and subjects were limited to prose and poetry that reflect the hometown, people, landscape and the story of economic development.<sup>22</sup> With rapid urbanization in China, authors, their works and tale of cities can offer fascinating storytelling.

Literature tours can be approached from the perspective of promoting publication contents and of their marketing. The search must be done not in the books but outside the books: complex resources have to be made into courses and routes in this regard.

### **3)Future Challenges for Literary Trip: Use of Publication Contents**

Richard Watson makes speculations as to where the next 50 years will take us, based on historical review.<sup>23</sup> He believes that five keywords will remain in the future, including globalization, localization, polarization and search of meaning.

For Korea, possible literary tour methods on the Internet include K-literature (Korean literature) that can be accessed by general public and students. This can function as public property (or API) as experience of knowledge and produced contents.

Google's digitizing project sent out a warning message regarding digital information used as public property worldwide. Since the company's digital library project implied an ambition to dominate the world through digital contents, voices of concern came out and issues were raised. The biggest issues are coming from the fact that the project tried to charge for contents collected from all around the world, free of charge, as well as 'orphaned' contents written by anonymous writers. This would be completely against the nature of public property.<sup>24</sup>

Meanwhile, China's problem is that copyrights are not respected or handled properly. In reality, Google's attempt and China's issue can be of the same nature: it is about who use the contents and for whom the contents are. The gap exists in the people who accept and uses a particular culture, a gap in cultural adoption by which the culture is used as information and knowledge. The state is not yet capable of resolving this problem. Questions remain regarding how cultural contents industries should move forward as a part of public property.

## **5. Conclusion**

A literary tour happens generally after a reader finishes reading. It sometimes serves for educational purposes, studying authors, background locations, milestones, literary lectures and festivals. In non-educational background, people search for literary resources along the route where the resources are located. Sometimes there comes a sort of fandom culture, a group of active prosumers that explores the adventure of tourism and people involved here are on the way as if they go on a pilgrimage to produce creative contents. With the shift of

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<sup>22</sup> Xinhuanet.com, April 22, 2014 ([http://www.sn.xinhuanet.com/2014-04/25/c\\_1110413626.htm](http://www.sn.xinhuanet.com/2014-04/25/c_1110413626.htm))

<sup>23</sup> Richard Watson, *Future Files: A Brief History of the Next 50 Years*. UK, Nicholas Brealey Publishing p.15-p.16

<sup>24</sup> Seon-Hee Yun, *Challenges for Google Digital Library*, *Global Copyright Protection Center*. 2012. pp. 1-6.

paradigms in publication media, it is necessary to find ways that enable cultural travel with reading and philosophical writing through the Internet as well.

With two Nobel laureates, the value of Chinese literature highly increased both in and outside the country. There will be more interest in other authors as well, working within and outside the country. The Chinese government is trying to further reinforce this momentum and expand it to other contents industries. The best known example might be the theme park village for Mo Yan. In the near future, China may launch a literary tour product using its literary works, as Germany did with Goethe-Strasse based on his *Italian Journey* or as Britain did with Jane Austen tour products. With cultural proximity and shared ethnic groups, Korea and China can advance its culture and contents industries together, using authors and works across the two countries. Cultural exchanges in publishing sectors and relevant studies will help achieve them. There is a marketing element to promote a region using famous people and this element is likely to become an essential part in fostering talents and promoting publication, education and tourism.

The planned Mo Yan Theme Park intends to provide the aura of the famous author and his works. China's literary tour in general aims at reinforcing its national brand identity. However, the two Nobel laureates, Gao Xingjian and Mo Yan are received very differently and in Korea-China cultural industry, the conventional revolutionary ideology should be taken out. In cultural exchange between the two countries, the focus should be the contents for literary tour with various stories, in which publication and tourism can be combined. A literary tour uses subjects that can offer diverse cultural imagination and hence has elements of story-telling. It is quite easy to take a regional approach and once complete, economic and cultural values can be reinforced together. When a story is delivered to a specific region, the region has a good chance of becoming a landmark. Such expanded landmark story can enhance the brand value of the region and literary tour can provide continuity of regional economy and culture with creative storytelling. It can also contribute to creating new culture and contents amid rapid urbanization. There is an enlightenment effect for cultural industries, as all these will serve to establish a country's brand through spiritual culture and values.

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